

# *PH/HA News*

Newsletter of the Public Health/Health Administration Section  
of the Medical Library Association  
**Spring 2005**

**Editor:** Barbara Nail-Chiwetalu, [bnailchi@umd.edu](mailto:bnailchi@umd.edu)

**Column Editors:** [Marie Ascher](#) (Grey Literature), [Helena VonVille](#) (GIS)

**Newsletter Committee:** [Linda Spitzer](#)

**PH/HA News Web site:** <http://phha.mlanet.org/newsletter.html>

---

## CONTENTS

### PH/HA Reports

- From the Editor
- From the Chair
- Sewell Fund Facilitates Professional Growth at 2004 APHA Meeting
- Membership Committee Report

### Column

- Grey Literature Column: Grey Literature Conference in New York

### MLA Announcements

- MLA Member Receives Informationist Fellowship
- Olmstead Appointed to Recruitment and Retention Committee
- MLA Teleconference: Partnerships in Public Health

### News From/About the National Library of Medicine (NLM)

- Update from the National Library of Medicine, Division of Specialized Information Services
- MEDLINEplus: New Interactive Tutorial on HIV/AIDS

### Resources and Announcements

- Radiation Information Report: New Report Assesses Agencies' Capacity to Respond to Public Information Needs on Radiation
- Maternal and Child Health Library Services Available
- Society for Public Health Education Receives NLM Grant
- Public Health Weblog
- The Meatrix: A Short Online Film
- Tobacco News and Information

- British Public Health White Paper
- Hospital Survey on Patient Safety Culture
- Report on Youth Violence and Health-Risking Social Behaviors
- Public Health Emergency Response Guide
- Data Warehouse on Trends in Health and Aging
- U.S. Cancer Statistics: 2001 Incidence and Mortality Report
- America's Health: State Health Rankings – 2004
- Global Health Council
- Center for AIDS Prevention Studies
- The State of the World's Children 2005

### Articles

- Outreach on Wheels: Transforming Health and Literacy Outreach
- Health Services Research Tools for Public Health Professionals

### Conferences / Calls for Papers and Posters

- 8th Annual Health Education Advocacy Summit, March 12-14, 2005, Washington, D.C.
- Society for Public Health Education (SOPHE) 2005 Midyear Scientific Conference, Boston, MA, April 13-16
- NACCHO-ASTHO 2005 Joint Conference

## PH/HA Reports

### From the Editor

Barbara Nail-Chiwetalu, Editor/Chair of Newsletter Committee, [bnailchi@umd.edu](mailto:bnailchi@umd.edu)

In this issue, we are pleased to welcome so many new members to the PH/HA section. Welcome all! Please be sure to read the Membership Committee Report for more details.

Our outgoing chair, **Kris Alpi**, (who is outgoing in personality as well as ending her duties as chair) provides a number of important updates and alerts for you in her report From the Chair in this issue.

Just a reminder...the MLA Conference is in May in San Antonio this year. It should be a great conference and in such a wonderful location. I encourage you to attend and I hope to see many of you at the conference as well as at our PH/HA section meeting.

Look for the GIS and CDC columns to return in our next issue. The deadline for submissions to the summer issue is **June 15<sup>th</sup>**. A call for submissions is sent out on the PH/HA listserv one month before the deadline with a reminder about 1-2 weeks before the final date. I look forward to including your news about the MLA conference.

I'll see you in Texas!

Barbara

-----  
Back to top  
-----

**From the Chair**

Kristine Alpi, [kalpi@att.net](mailto:kalpi@att.net)

Dear Colleagues,

2005 is turning out to be a busy year for public health librarians. I am excited to see PH/HA involved in so many activities.

Wednesday, March 9<sup>th</sup> is the date for the Medical Library Association satellite teleconference “Partnering for Public Health: Information, Librarians, and the Public Health Workforce.” For more information, see <http://www.mlanet.org/education/telecon/publichealth/index.html>. Thanks to the PH/HA members of the planning group—**Nancy Schaefer**, **Cynthia Kahn**, and **Marj Cahn**—and former PH/HA Chair **Nancy Allee** who is one of the broadcast presenters. Many of the sites are inviting local public health professionals for the wraparound sessions. It would be great to see reports from some of the sites in the next issue of the *PH/HA News*.

The Core Public Health Journal Project

[<http://info.med.yale.edu/eph/phlibrary/phjournals/>] editorial/planning committee has been formed and is beginning work. A draft plan will be presented for feedback prior to the MLA meeting. The Section chair is joined on the committee by the following appointees:

- **Marie Ascher**, New York Medical College
- **Barbara Nail-Chiwetalu**, University of Maryland
- **Melissa Rethlefsen**, Minnesota Department of Health
- **Debra Revere**, University of Washington
- **Matt Wilcox**, Yale University

Thanks also to the many who have volunteered to serve as content reviewers once the plan is put into action.

Preparations for the PH/HA co-sponsored symposium at MLA 2005 entitled “The Role of Information Services for Emergency Preparedness and Response” are going well thanks to the work of **Catherine Selden** and representatives from NLM and other sections. More information is available at <http://www.mlanet.org/am/am2005/ce/symposia.html>. A call for posters and materials to be shared during the symposium will appear on a variety of discussion lists.

I look forward to seeing you at the PH/HA business meeting at MLA which is scheduled for Tuesday, May 17 from 7-9 AM. Please let me know of any suggested items for the meeting agenda. **Nancy Schaefer**, Chair-Elect, has coordinated some terrific co-sponsoring programs. More on MLA plans will be shared through the PHHALIB list as it approaches.

Happy Spring!  
Kris

-----  
Back to top  
-----

### **Sewell Fund Facilitates Professional Growth at 2004 APHA Meeting**

Written by Marcus Banks, Kris Alpi, Ursula Ellis, Barbara Folb, Mary Kay Hartung, Ellen Howard, Lynne Joshi, Helen Look, Kelly Near, Sheila Weir, Laura Larsson, and Nancy Schaefer

From November 6-10, 2004, many health sciences librarians attended the 132<sup>nd</sup> Annual Meeting of the American Public Health Association (APHA) in Washington, DC. The theme of the meeting was “Public Health and the Environment,” and the Opening General Session featured a keynote address by environmental activist, Erin Brockovich. Although the environment was in the spotlight this year, it was only one of many topics discussed at this meeting.

Ten of the librarians in attendance benefited from the generosity and foresight of the late Dr. Winifred Sewell (1917-2002).... [ [read full article here](#) ]

-----  
Back to top  
-----

### **Membership Committee Report**

Submitted by Pauline Fulda, PH/HA Section Membership Chair, Louisiana State University Health Sciences Center-New Orleans, [PFulda@lsuhsc.edu](mailto:PFulda@lsuhsc.edu)

The Public Health/Health Administration Section had a great membership year in 2004 and we look forward to an even better one for 2005.

As we begin the New Year, our section currently has 191 members, of which 107 are new or renewing members paid through 12/31/05, and 84 members who paid through 12/31/04 and have not yet renewed.\*

We extend a special welcome to the new members for 2005. We are delighted to have them as new members and look forward to their participation in our section.

They are:

- **Bruce Abbott** with the John P. Isché Library at Louisiana State University Health Sciences Center in New Orleans, LA
- **Patricia Aguado** with Gardiner Library Service at John Hunter Hospital in Newcastle NSW, Australia
- **Marie Jeanne Assarian** with the Institute for Genomic Research Medical Library in Rockville, MD
- **Margaret Basket** with the National Library of Medicine in Bethesda, MD
- **David Brisendine** with the Conemaugh Valley Memorial Hospital Health Sciences Library in Johnstown, PA
- **Christine Chang** with Smartrisk in Toronto, ON, Canada
- **Megan Crouch** with the W.A.C. Bennett Library at Simon Fraser University in Burnaby, BC, Canada
- **Ursula Ellis** with the Robert M. Bird Library at the University of Oklahoma Health Sciences Center in Oklahoma City, OK
- **Ruiling Guo** with the Idaho Health Sciences Library at Idaho State University in Pocatello, ID
- **Pauline Hicks** with the Science Research Center Library at Florida A&M University in Tallahassee, FL
- **Karen Johnson** from Wাকinsville, GA
- **Alice Laine** from Pacifica, CA
- **Charniel McDaniels** from the NNLM/GMR in Chicago, IL
- **Michael McGraw** with the Health Center Library at Case Western Reserve University in Cleveland, OH
- **Mary Mullins** with Northrop Grumman in Atlanta, GA
- **Kelly Near** with the Claude Moore Health Sciences Library at the University of Virginia in Charlottesville, VA
- **Judith Ogonna** with the College of Information at Florida State University in Tallahassee, FL
- **Melissa Rethlefsen** with the RN Barr Library at the Minnesota Department of Health in Minneapolis, MN
- **Jacque-Lynne Schulman** with the National Library of Medicine in Bethesda, MD
- **Jean Song** with the Public Health Library at the University of Michigan in Ann Arbor, MI
- **Mary Taylor** with the Morris Library at Southern Illinois University in Carbondale, IL
- **Chung-Ang University Library** in Cerritos, CA (institutional member)

A special note to our 2004 section members who have not yet renewed—  
It is not too late to renew your MLA and PH/HA Section membership for 2005.  
Individuals can join or renew by mail or even online at --  
<https://www.mlanet.org/joinmla/mbrappf.html>

\*As provided by the February 7, 2005, membership report from MLA headquarters.

-----  
Back to top  
-----

## Columns

### **Grey Literature Column: Grey Literature Conference in New York**

Written by Lea Myohanen, Edited by Marie Ascher

The 6<sup>th</sup> International Grey Literature Conference was held December 6-7, 2004 at The New York Academy of Medicine in New York City. Nearly 70 participants from over 13 countries worldwide representing a wide array of organizations came to hear about the latest developments in the world of grey literature. Altogether 25 papers were presented at the conference, several of them related to grey literature in public health.

The conference attendees were welcomed to The New York Academy of Medicine by **Dr. Maxine Rockoff**, Director of the Library and **Janie Kaplan**, the Director of Library Services, who along with **Constance Malpas** from the RLG Group was co-chair of the conference.

The keynote address was delivered by **Dr. James G. Neal**, who is the Vice President of Information Services and University Librarian at Columbia University. His talk touched on a number of issues, such as the importance of digital rights and open access, institutional repositories of grey literature as entities that complement scholarly publishing, and the increased need of librarians to push information to users. Dr. Neal's talk was followed by sessions dealing with institutional repositories, use analysis, and IT and research initiatives. **Julia Gelfand** from University of California, Irvine, a prominent contributor to the field of grey literature, discussed her work on determining the types of grey literature that are housed at the UC institutional repository.

During a session on use analysis **Kathel Dunn** from the Ehrman Medical Library of New York University discussed her study of the possible interconnectedness of grey literature and traditional journal literature in a citation analysis. The findings of her work indicate that 85% of the journal articles in health policy cite grey literature but that "like still likes to cite like".

As part of an IT and research initiatives session, **Dr. Elizabeth Liddy** from the Center for Natural Language Processing at Syracuse University discussed her work on using natural language processing in locating material about public health interventions, an area which is not well-represented in traditional journal literature.

The four sessions of the second day concentrated on knowledge management and dissemination and collection development and resource recovery. **Daniela Luzi** from Istituto di Ricerche sulla Popolazione e le Politiche Sociali in Rome, Italy described an

organizational model designed to facilitate the diffusion of research results and communication in general in the field of occupational safety.

**Lea Myohanen** from the The New York Academy of Medicine described the Academy's Grey Literature Report and the team effort in producing it. She also discussed the findings of the subscriber survey of 2002 and future efforts to improve the Grey Literature Report.

On a very prescient note **Janet Webster** from Oregon State University Libraries described the university's efforts in the creation of the Tsunami Digital Library, a distributed collection of tsunami related information on the Internet.

At the end of the two-day conference **Dominic Farace**, one of the conference organizers from Grey Literature Network Service, announced that the 7<sup>th</sup> International Conference on Grey Literature would be held next year in France. The survey of the attendees deemed the 6<sup>th</sup> conference a success. The conference proceedings (1) will appear in print in January of 2005.

## References

1. GL6 CONFERENCE PROCEEDINGS Sixth International Conference on Grey Literature: Work on Grey in Progress, 6-7 December 2004, NYAM Conference Center / compiled and edited by D.J. Farace and J. Frantzen; GreyNet, Grey Literature Network Service. Amsterdam: TextRelease, January 2005. – 30 cm.  
GL-conference series, ISSN 1386-2316; No. 6.

-----  
Back to top  
-----

## MLA Announcements / Conference Reports

### MLA Member Receives Informationist Fellowship

<http://tinyurl.com/6lzzrz>

**Gillian Mayman**, Public Health Library and Informatics, University of Michigan-Ann Arbor, has been awarded a National Library of Medicine Fellowship for Informationist Training to study public health informationist training at local health departments in Michigan. An announcement of the award is listed in the Computer Retrieval of Information on Scientific Projects (CRISP) searchable database of federally funded biomedical research projects [ <http://crisp.cit.nih.gov> ].

-----  
Back to top  
-----

## **Olmstead Appointed to Recruitment and Retention Committee**

We are pleased to announce that **Will Olmstadt**, a past PH/HA section chair, has been appointed to a 2-year term on MLA's Ad Hoc Professional Recruitment and Retention Committee.

-----  
Back to top  
-----

## **MLA Teleconference: Partnerships in Public Health**

<http://www.mlanet.org/education/telecon/publichealth>

The next MLA satellite teleconference will be held on Wednesday, March 9, 2005 from 1:00-3:00 PM, central time. The title is "Partnerships in Public Health: Information, Librarians, and the Public Health Workforce". The agenda, available online at the Web site above, includes background on public health in terms of federal, state, and local agencies, essential public health services, what's hot in public health, and a discussion about what is working in terms of collaboration between information professionals and public health professionals. There will be question and answer periods following each main section.

-----  
Back to top  
-----

## **News From/About the National Library of Medicine (NLM)**

### **Update from the National Library of Medicine, Division of Specialized Information Services**

Submitted by Colette Hochstein, D.M.D., MLS [ [hochstec@mail.nlm.nih.gov](mailto:hochstec@mail.nlm.nih.gov) ],  
Division of Specialized Information Services, NLM

### **Internet Resources in Toxicology & Environmental Health**

<http://www.sis.nlm.nih.gov/Tox/ToxSpecial.html>

NLM's Division of Specialized Information Services (SIS) has released three new Environmental Health and Toxicology Internet Resource guides on the following topics:

#### **Indoor Air Pollution** [ <http://sis.nlm.nih.gov/Tox/indoorair.html> ]

Links to information resources on the many sources of indoor air pollution found in homes and other buildings, including cleaning and maintenance products, building materials, tobacco smoke, mold, and poor ventilation.

#### **Outdoor Air Pollution** [ <http://sis.nlm.nih.gov/Tox/outdoorair.html> ]

Links to information resources on outdoor air pollution and its possible effects on health.

**Toxicogenomics** [ <http://sis.nlm.nih.gov/Tox/toxicogenomics.html> ]

Links to information on a new scientific sub-discipline that combines the emerging technologies of genomics and bioinformatics to identify and characterize mechanisms of action of known and suspected hazardous substances.

A complete list of Environmental Health and Toxicology Internet Resource Guides from SIS can be found at <http://sis.nlm.nih.gov/Tox/ToxSpecial.html> and includes:

- Arctic Health
- Arsenic and Human Health
- Biological Warfare
- Chemical Warfare Agents
- Children's Environmental Health Resources
- Environmental Justice
- Indoor Air Pollution
- Outdoor Air Pollution
- September 11th World Trade Center – Lingering Airborne Hazards
- Toxicogenomics
- West Nile Virus – Pesticides Used for Mosquito Control

### **Customized Maps from TOXMAP**

<http://toxmap.nlm.nih.gov>

TOXMAP users can now create customized maps from their own Web sites by incorporating a simple Web link. Once on the TOXMAP site, users can zoom in and out, pan the map, and get more information about the facilities and chemicals represented.

Full instructions are provided in the TOXMAP FAQ entitled "How can I link my site to TOXMAP?" [ <http://toxmap.nlm.nih.gov/toxmap/help/faq.jsp#39> ]. Examples are also included.

TOXMAP is an interactive Web site that shows the amount and location of reported toxic chemicals released into the environment on maps of the United States.

TOXMAP allows users to visually explore information about releases of toxic chemicals by industrial facilities around the United States as reported annually to the Environmental Protection Agency (EPA, <http://www.epa.gov/tri/>). It also integrates the map display with access to relevant bibliographic references and other data on these chemicals, providing a map-based portal to these resources.

### **"Education, Careers, and Outreach in Toxicology and Environmental Health"**

<http://sis.nlm.nih.gov/Tox/edcotox.htm>

NLM's Division of Specialized Information Services (SIS) has released a Web page containing resources related to education, training and careers in toxicology and environmental health. It includes the following topics:

#### Education and Outreach

- Academic Program Directories
- Continuing Education and Tutorials
- Distance Learning
- Education Outreach
- K-12 Resources
- Miscellaneous Specialized Resources
- General Science Resources

#### Careers and Professions

- Accreditation Boards
- Career Resources
- Professional Societies

#### International Resources

#### **TOXNET Survey Update**

<http://toxnet.nlm.nih.gov>

Have you been asked to complete a TOXNET survey? TOXNET uses the American Customer Satisfaction Index (ACSI) to measure user's satisfaction with National Library of Medicine (NLM) toxicology and environmental health resources. Users of TOXNET are randomly invited to complete a survey telling NLM who they are, why and how they're using TOXNET, and giving suggestions for improvement.

Survey results show 58% use TOXNET daily or weekly, 52% are toxicologists, researchers or chemists (5% are librarians) and they are looking for chemical, toxicology and environmental health information. 68% have graduate degrees, 94% are age 25 and above, 62% are male, and 57% are outside the United States. 86% are likely to recommend TOXNET to someone else and 88% are likely to return.

Areas that users would like to see improved are primarily ease of navigation and search capabilities. TOXNET has an overall satisfaction score of 77, which is a very strong score when compared to other federal web sites and private sector information sites. NLM uses the ACSI, along with focus groups, expert reviews and web metrics, as part of a total approach to evaluating and improving its web sites.

For further information on the ACSI, see their web site, <http://www.theacsi.org/>. ACSI scores for federal Web sites are listed at <http://www.theacsi.org/government/govt-04.html>. For TOXNET results, contact Cindy Love, [cindy\\_love@nlm.nih.gov](mailto:cindy_love@nlm.nih.gov), Specialized Information Services Division, NLM.

## **Wireless Information System for Emergency Responders (WISER) Now Available for the Pocket PC**

<http://wiser.nlm.nih.gov/>

The operational versions of WISER for Palm OS and for Pocket PC are now available for download at the Web site above. A desktop version will soon be available. A Web-based version is also being developed.

WISER is a system designed to assist first responders in hazardous material incidents. WISER provides a wide range of information on hazardous substances, including substance identification support, physical characteristics, human health information, and containment and suppression advice.

## **Review of PDA Applications in Toxicology and Environmental Health**

<http://sis.nlm.nih.gov/Tox/PDAReview/PDAHomePage.htm>

The Division of Specialized Information Services's "Review of PDA Applications in Toxicology and Environmental Health," recently added a review on "PEPID Free Toxicology (1.1): toxin identification, antidotes, and addresses for Poison Control Centers."

This PDA review is an ongoing descriptive review of selected PDA applications in the fields of toxicology and environmental health. Individual reports in the review series are based on downloadable demo versions of selected PDA applications. Each review typically covers: General Information, Intended Users, Authorship/Data Source, Contents, Navigation, Requirements, Application Type/Price, Availability, Useful Web Links, and Updates when applicable.

Software applications recently reviewed include:

- . Air Toxics (1.0)
- . A2zDrugs (7.0.0)
- . BioChem1stRespondER (1.6)
- . Clinical Trauma & Toxicology (3.8)
- . Hazmatter (3.0)
- . HyperTox (2003)
- . iFacts (7.0.0)
- . mobileMICROMEDEX (3.2)
- . 911 (CDCSpotlights, MedLtrBio, OCM/911) (7.7.0)
- . NIOSH Pocket Guide to Chemical Hazards (1.1)
- . PEAC-WMD (1.02)
- . PEPID EMS (5.1)
- . PEPID Free Toxicology (1.1)
- . ToxStat (1.0)
- . WISER (2.0.24)

## Coming Soon:

### **Redesign of the Division of Specialized Information Services Web Pages**

<http://sis.nlm.nih.gov>

NLM's Division of Specialized Information Services (SIS) is in the process of redesigning its Web pages. The new design will reflect the look and feel of the recently redesigned NLM pages. We hope the new pages will provide easier access to our many resources (by providing search boxes on multiple pages) and assist users in selecting appropriate resources for their needs (by adding "Especially For" and "Topic" pages).

-----  
Back to top

### **MEDLINEplus: New Interactive Tutorial on HIV/AIDS**

<http://medlineplus.gov>

MEDLINEplus now offers an interactive tutorial on HIV and AIDS in English and Spanish. Click on Health Topics. Then select Interactive Tutorials. Go to AIDS.

-----  
Back to top

## **Resources and Announcements**

### **Radiation Information Report: New Report Assesses Agencies' Capacity to Respond to Public Information Needs on Radiation**

Submitted by Jennifer M. Stanley, M.A., Director, Public Health Systems Research, Public Health Foundation, [jstanley@phf.org](mailto:jstanley@phf.org)

"Assessing and Meeting the Radiation Information Requirements of the Public: Developing an Initial Framework to Meet the Needs of State, Local and Tribal Health Agencies"

Download the report: <http://www.phf.org/radiation-information-needs.pdf>

In a cooperative effort, the Environmental Protection Agency, The Johns Hopkins University Bloomberg School of Public Health, and the Public Health Foundation analyzed data from five focus group conference calls and a Web-based workshop to determine the type and extent of radiation information requested from public health agencies, determine how prepared agencies are to answer the public's questions, and discover the factors that would help the agencies optimize their performance when providing radiation information.

Study findings include: 1) a wide variety in types of information being requested with topics ranging from radon gas in homes and in drinking water, nuclear power plants and potential attacks on them, nuclear waste and waste sites, dirty bombs, regulations, license requirements, uranium mines, to medical uses of radiation; 2) a noted lack of protocols or knowledge management systems in use to ensure consistent responses to callers; and 3) a recognition of the importance of forming partnerships with the media and strengthening existing partnerships with first responders to be able to rapidly and accurately provide information in case of a radiological emergency or accident.

The report makes several recommendations to improve the access to and dissemination of information about radiation to the public, as well as outlines a plan for the development of a comprehensive radiation information clearinghouse.

-----  
Back to top  
-----

### **Maternal and Child Health Library Services Available**

The National Center for Education in Maternal and Child Health at Georgetown University has been awarded a cooperative agreement from the Maternal and Child Health Bureau, U.S. Health Resources and Services Administration, to continue its Maternal and Child Health Library (MCH Library) services. The MCH Library combines research and reference capacity with information technology to provide broad access to information about advances in maternal and child health (MCH) science and practice for health professionals, policy makers, program administrators, families, and educators.

The 5-year grant will enable the MCH Library to expand its extensive hard-copy collection of nearly 30,000 items—including a century's worth of historic documents on MCH as well as current documents that are not readily available elsewhere—and to enhance its electronic resources. This wealth of information can be used to inform new program initiatives, educate students, and reach families and other key groups with state-of-the-art knowledge about topics ranging from adolescent mental health and asthma to substance abuse and violence prevention. MCH Library electronic resources include

- **MCH Library Web site**—an award-winning Web site [ <http://www.mchlibrary.info> ] with easy access to information compiled by library staff and electronic links to the best MCH information available elsewhere.
- **MCH Alert**—a weekly electronic newsletter that provides timely information on current research, policies, and programs in the field.
- **Annotated resource guides on MCH topics**—knowledge paths, bibliographies, and organization lists on close to 100 topics important to the MCH community.

• **MCHLine® and MCH Organizations databases**—searchable, annotated electronic records on over 18,000 print, audiovisual, and electronic resources and over 2,000 government, professional, and voluntary organizations involved in MCH activities.

In addition, the MCH Library provides information assistance available on site and via telephone, postal mail, and e-mail to aid MCH professionals and the public in locating resources.

The MCH Library is located at 2115 Wisconsin Avenue in Washington, DC. Phone: (202) 784-9770; fax: (202) 784-9777; e-mail: [mchlibrary@ncemch.org](mailto:mchlibrary@ncemch.org).

-----  
Back to top

### **Society for Public Health Education Receives NLM Grant**

Submitted by Blakely R. Pomietto, MPH, Manager, Education and Technology Outreach Society for Public Health Education, [bpomietto@sophe.org](mailto:bpomietto@sophe.org)

The Society for Public Health Education is pleased to announce a two-year project with the National Library of Medicine to enhance the electronic health information skills of its members, other public health professionals, and medical librarians, entitled “*CDCynergy: Diffusion of an Informatics Innovation to Strengthen the Public Health Workforce and Improve Public Health*”.

*CDCynergy* is an innovative CD-ROM that uses an interactive framework for creating, implementing and evaluating a health communications campaign. By expanding the number of *CDCynergy* trainers available, especially by including medical librarians, the project aims to expand the diffusion of *CDCynergy* to improve the effectiveness of public health communications programs, particularly by public health professionals in underserved areas, and to strengthen the relationship between the disciplines of library science and health education. This project builds on SOPHE’s demonstrated expertise in providing *CDCynergy* training, and its relationships with National Library of Medicine and the Partners in Information Access for the Public Health Workforce.

For more information about the project, contact Blakely Pomietto at [bpomietto@sophe.org](mailto:bpomietto@sophe.org) or (202) 408-9804.

-----  
Back to top

### **Public Health Weblog**

Collected and organized by Laura Larsson, University of Washington, [larsson@u.washington.edu](mailto:larsson@u.washington.edu)  
<http://depts.washington.edu/hswork/phblog/phblog.html>

Visit this Web site containing a wealth of resources in public health. You will not only learn about useful public health sites for practitioners in the field and for those people who provide information services to public health practitioners, but can also learn about the “art of blogging”. If you have additional sites you would like to add, you can send them to Laura as well at the above e-mail address.

-----  
Back to top  
-----

### **The Meatrix: A Short Online Film**

<http://www.themeatrix.com/>

Shown during the Film Festival at the American Public Health Association Conference 2004, *The Meatrix*, a take-off on the movie, *The Matrix*, is a 4-minute animated online presentation about what is happening to our family farms and how meat and dairy products are produced by large agribusinesses. Following the film is an educational action section on what individuals can do to help reduce the problems created by these practices.

-----  
Back to top  
-----

### **Tobacco News and Information**

<http://www.tobacco.org/>

Everything tobacco! A new Web site containing breaking news on tobacco has been launched. Included are the latest headlines, tobacco industry information and contacts, the history of tobacco, smoke-free dining sites, Web site links, e-mail alerts, legislation, and more.

-----  
Back to top  
-----

### **British Public Health White Paper**

<http://news.bbc.co.uk/2/hi/health/4015655.stm>

A British Public Health White Paper has been released which outlines several public health initiatives including: smoking, obesity, mental health and alcohol. A summary of the report can be viewed at the Web site above.

-----  
Back to top  
-----

### **Hospital Survey on Patient Safety Culture**

<http://www.ahrq.gov/qual/hospculture/>

Developed by the Agency for Healthcare Research and Quality (AHRQ), this survey on patient culture can be used to track patient safety culture in an institution as a whole, units within a hospital, as well as changes in patient safety over time.

-----  
Back to top  
-----

### **Report on Youth Violence and Health-Risking Social Behaviors**

A report containing new evidence on youth violence and health-risking social behaviors is available from the Agency for Healthcare Research and Quality (AHRQ). This report examined the published literature and found that males are significantly more likely than females to perpetuate youth violence and that low socioeconomic status is not an independent risk factor associated with youth violence. The report, *Preventing Violence and Related Health-Risking Social Behaviors in Adolescents*, was prepared by AHRQ's Southern California-RAND Evidence-Based Practice Center. In order to obtain a copy of the report, E-mail AHRQ at: [ahrqpubs@ahrq.gov](mailto:ahrqpubs@ahrq.gov).

-----  
Back to top  
-----

### **Public Health Emergency Response Guide**

<http://www.bt.cdc.gov/planning/responseguide.asp>

*The Public Health Emergency Response Guide for State, Local, and Tribal Public Health Directors* is available on the CDC Emergency Preparedness and Response Web site above. A pocket-sized guide became available in January 2005.

-----  
Back to top  
-----

### **Data Warehouse on Trends in Health and Aging**

<http://www.cdc.gov/nchs/agingact.htm>

The National Center for Health Statistics (NCHS) in conjunction with the National Institutes on Aging has just released the Data Warehouse on Trends in Health and Aging at the Web site above.

-----  
Back to top  
-----

**U.S. Cancer Statistics: 2001 Incidence and Mortality Report**

[http://www.cdc.gov/cancer/npcr/uscs/2001/users\\_guide/index.htm](http://www.cdc.gov/cancer/npcr/uscs/2001/users_guide/index.htm)

*U.S. Cancer Statistics: 2001 Incidence and Mortality Report* has been released. This report marks the third time that the National Center for Health Statistics (NCHS) and the National Cancer Institute (NCI) have collaborated to create federal statistics on newly diagnosed cases of cancer incidence. For an overview and major findings see the link above.

-----  
Back to top  
-----

**America's Health: State Health Rankings – 2004**

<http://www.unitedhealthfoundation.org/shr2004/index.html>

The United Health Foundation has just published *America's Health: State Health Rankings – 2004*. This publication ranks states in order of “healthiness” factoring in obesity, graduation rates, children in poverty, infectious disease, and more. The report can be found at the Web site above.

-----  
Back to top  
-----

**Global Health Council [pdf]**

<http://www.globalhealth.org/>

**Source:** *The Scout Report*, November 19, 2004, Volume 10, Number 46

Created in 1972, the Global Health Council (then known as the National Council of International Health) was created to identify priority world health problems and report on them to a wide range of parties, including government agencies and the global health community. In order to disseminate its findings and keep the public informed, the Council has created this well-organized Web site. The homepage offers visitors the basic layout of the site's contents, as it includes a selection of news briefs dealing with world health concerns and information on the most recent accomplishments of the Council. The top of the homepage offers subject links to the main programmatic areas of interest to the

Council: women's health, child health, HIV/AIDS, and infectious disease. Of course, there is a strong publication section, which includes such timely documents as "Faith in Action: Examining the Role of Faith-Based Organizations in Addressing HIV/AIDS" and "Preventing Tuberculosis in HIV-Infected Persons". [KMG]

-----  
Back to top  
-----

**Center for AIDS Prevention Studies** [pdf]

<http://www.caps.ucsf.edu/>

**Source:** *The Scout Report*, December 3, 2004, Volume 10, Number 48

Established in 1986, the Center for AIDS Prevention Studies (CAPS) is a research center within the University of California-San Francisco, and has adopted an interdisciplinary approach to methods of preventing HIV infection and its consequences. With a team of researchers and faculty members from various academic disciplines, CAPS performs a variety of important tasks, including helping train new scientists to conduct AIDS prevention research, and also in disseminating knowledge, skills and effective research and prevention models to the general public and various health agencies. Visitors with an academic interest in this area may want to start by perusing the Research section of the site, as it contains information about their current and completed research projects, along with information about community collaborative research projects. One rather useful part of the site for the general public is the publications area. Here visitors may download fact sheets (offered here in Spanish or English) and read some of CAPS latest reports, such as the urban health study that addresses the issue of performing community-based research with injection drug users. [KMG]

-----  
Back to top  
-----

**The State of the World's Children 2005** [pdf, RealPlayer]

<http://www.unicef.org/sowc05/english/index.html>

**Source:** *The Scout Report*, January 14, 2005, Volume 11, Number 2

December 2004 saw the release of The State of the World's Children 2005 report from the international organization UNICEF, and it contained some rather troubling findings. Based on the material in this report, more than one billion children are denied the healthy and protected upbringing promised by 1989's Convention on the Rights of the Child, which is the world's most widely adopted human rights treaty. The report examines three of the most widespread and devastating factors threatening childhood today, namely HIV/AIDS, poverty, and conflict. Visitors to the site are encouraged to download the entire report, which contains five chapters, four maps, and 10 statistical tables. Those pressed for time may also want to browse through the supplementary section on each of

the three factors mentioned above. Here they will find short video clips of interviews with UNICEF program officers and interactive features on such topics as measuring child poverty. It is worth mentioning that the report is also available in both Spanish and French. [KMG]

-----  
Back to top  
-----

## Articles

### **Outreach on Wheels: Transforming Health and Literacy Outreach**

by Stacey Downey, Karyn Pomerantz, and Melva Abdullah

Published in *The Literacy Harvest* Fall 2004 issue and available at:

<http://www.lacnyc.org/resources/publications/harvest/HarvestFall04.pdf>

-----  
Back to top  
-----

### **Health Services Research Tools for Public Health Professionals**

by B. Lynn Whitener, Virginia V. Van Horne, and Anne K. Gauthier

Am J Public Health 2005 95: 204-207.

[http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?cmd=Retrieve&db=pubmed&dopt=Abstract&list\\_uids=15671451](http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?cmd=Retrieve&db=pubmed&dopt=Abstract&list_uids=15671451)

-----  
Back to top  
-----

## Conferences / Calls for Papers and Posters

### **8th Annual Health Education Advocacy Summit**

**March 12-14, 2005**

**Washington, D.C.**

Sponsored by the National Coalition of Health Education Organizations, the Annual Health Education Advocacy Summit and Congressional Briefings will be held at the Washington Court Hotel, in Washington, DC, March 12-14, 2005. During the meetings participants receive advocacy training, attend briefings on specific legislative issues from advocacy and legislative experts of key public health organizations, and arrange and conduct visits with members of Congress or other Federal officials in Washington, DC.

This year's advocacy focus will be two-pronged: **School Health** and **Eliminating Health Disparities**. Workshops during the Summit will address the importance of advocacy, how and why to advocate, the difference between advocacy and lobbying, working with legislative staff, and how to prepare for a meeting on Capitol Hill. Detailed information

on the Health Education Advocacy Summit – including registration information and logistics – is available at <http://www.healtheducationadvocate.org>. Contact the Society for Public Health Education at (202) 408-9804 for further details and information.

-----  
Back to top  
-----

**Society for Public Health Education (SOPHE) 2005 Midyear Scientific Conference  
April 13-16, 2005  
Boston, MA**

SOPHE’s 2005 Midyear Scientific Conference – in conjunction with the Society of Behavioral Medicine (SBM) – is rapidly approaching! The meeting, “*Health Education & Behavioral Medicine Working Together: A Marathon, Not A Sprint,*” will be held at the Marriott Copley Place Hotel in Boston, MA, April 13-16, 2005. Make plans now to attend this exciting conference in the popular Back Bay area of Boston, MA.

Conference details, including registration, lodging, preliminary program, pre-conference workshops, joint SBM sessions and more can be found at SOPHE’s website, [www.sophe.org](http://www.sophe.org) for conference information including registration, lodging, conference schedule, pre-conference workshops, and joint SOPHE-SBM sessions. Go directly to <http://www.sophe.org/Acrobat/bostonprelim.pdf> to access the preliminary program and registration form.

-----  
Back to top  
-----

**NACCHO-ASTHO 2005 Joint Conference  
July 12 – 15, 2005  
Boston, MA**

[http://www.naccho.org/conferences/annual\\_conference.cfm](http://www.naccho.org/conferences/annual_conference.cfm)

This summer in Boston, Massachusetts, the National Association of County and City Health Officials (NACCHO) and the Association of State and Territorial Health Officials (ASTHO) will join forces for what promises to be the largest-ever U.S. gathering of public health officials!

The 2005 conference theme, “Reversing the Tide: Promoting Policies and Programs to Advance the Nation's Health,” will focus national attention on critical public health issues that impact the nation’s health. The conference program will examine ways to strengthen and expand public health initiatives, equip attendees with proven tools enabling them to strengthen their programmatic initiatives, and to more effectively influence local, state, and national policy. Particular attention will be focused on the prevention of obesity and related chronic diseases.

For conference general conference and logistics, advance conference registration, online hotel reservations, and the *Exhibitor & Sponsor Prospectus*, please visit [http://www.astho.org/?template=annual\\_meeting.html&PHPSESSID=1ceeb5d5a8bbd6b956a197fabe7e70c3](http://www.astho.org/?template=annual_meeting.html&PHPSESSID=1ceeb5d5a8bbd6b956a197fabe7e70c3).

-----  
Back to top  
-----

Copyright Internet Scout Project, 1994-2005. <http://scout.cs.wisc.edu/> Permission is granted to make and distribute verbatim copies of the Scout Report provided the copyright notice and this paragraph is preserved on all copies. The InterNIC provides information about the Internet to the US research and education community under a cooperative agreement with the National Science Foundation: NCR-9218742. The Government has certain rights in this material.

[Return to the PH/HA Newsletter Main Page](#)